

Mr. Barmeshwar Singh

Faculty of Vocational Courses

(B.B.A, B.COM and BCA)

D. K. College, Jammu.

Subject - Business communication (BBA 1st Year)

Unit - ~~IV~~ V

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Topic - Report Writing

'Report' has come to stay as one of the most important part of modern business. Most of the business decisions or activities in big organisation are based on the reports submitted by various type of persons appointed for the purpose. Even in the official world, writing of the reports is a common feature. Reports do not have any definite size. Their size varies as per requirement. A report may be drafted using a few words or it may run into pages. Reports are drafted to serve various purposes. Look at the following points:-

① A big organisation that wants to enter a particular field of business may appoint a team of experts to study the business conditions in that field and submit a report to the authorities concerned so that suitable decisions may be taken



with regards to stepping into that field.

- ② The sales of the good manufactured by a reputed manufacturing concern is declining. The concern appoints someone to study the causes in the decline of the goods and submit a report so that suitable steps are taken, well in time, to boost the sale.
- ③ There is labour unrest in one of the factories of a big business concern. A team of experts or the manager of the unit to look into the problems of the labour and submit a report so that suitable steps may be taken to check the labour unrest and the losses being suffered on account of that.
- ④ All branches of a big organisation send periodic reports to the head office about their activities, difficulties, gains and losses.
- ⑤ A foreman at the end of the day submits report to the manager stating the progress of the work done under his supervision.
- ⑥ Annual reports are prepared and delivered to the directors of a business organisation giving details about the financial and other activities of the organisation during the year.



⑦ Press reporters collect news from various places and sources and submit them to the newspaper authorities for publication.

⑧ There are reporters who collect information about various business activities and submit their reports to the concerned persons.

⑨ Government appoints committees to report on various issues of social, economic and political importance.

⑩ There are many other fields of life where reports play vital roles. From what has been said above it follows that all reports are based on the information collected by competent persons and are used for necessary action.

"Advanced Learners Dictionary" describes report as a spoken or written account of something heard, seen, done, studied, observed etc. specially one that is published or broadcast in the words of C.A. Brown. "A report is a communication from someone who has ~~come~~ use that information to someone who wants to ~~use~~ that information." In other words, 'Reporting' means narrating what has been learnt or observed through enquiry or investigation or probe and writing an account of it in one's own language.